

Customer analytics for leading Indian bank

1. Situation & Challenges

The client's existing campaign modelling process was highly product-driven. Furthermore, the credit card base of the bank was growing but revenues and profitability were not growing in tandem.

2. Our Approach

We aimed to identify customer segments within the bank's existing credit card customer base so as to maximise latent profit opportunities. We used a two-stage approach to segmentation. On a strategic level, we identified key behavioural drivers for each revenue segment, analysed the current and desired behaviour at the level of individual customers, and then deduced the appropriate products to encourage the desired behaviour. At a tactical level, we used algorithmic clusters and demographics to translate our segmentation findings into campaigns. We also used our knowledge of customers' current behaviour to develop specific offers.

3. Results

The client accepted our recommendations and implemented our segmentation methodology.